



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
834691 /	
<u>Product</u>	
<b>Early TV Buy General Elect, 2012</b>	
<u>Contract Dates</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	391
<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Senate Campaign Committee	10/11/12 / 10/11/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WUAB	House WOIO/WUAB
<u>Sales Office</u>	
Cleveland Local	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 25-54	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Product Code</u>	
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**Midwest Communications**  
**49 South Grant Avenue**  
**Columbus, OH 43215**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
N 1	WUAB	10/21/12	10/21/12	Su 3-4p	3-4p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S				1	\$50.00		
N 2	WUAB	10/21/12	10/21/12	Su 4-5p	4-5p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S				1	\$75.00		
N 3	WUAB	10/15/12	10/21/12	Late News M-Su	10-11p		:30			NM	7
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	MTWTFSS				7	\$500.00		
N 4	WUAB	10/15/12	10/19/12	M-F 19 Action News at 7a	7-8a		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	MTWTF--				5	\$50.00		
N 5	WUAB	10/15/12	10/19/12	M-F 730-8p	730-8p		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	MTWTF--				5	\$525.00		
N 6	WUAB	10/15/12	10/19/12	M-F 12a-1a	12-1a		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	MTWTF--				5	\$75.00		
N 7	WUAB	10/20/12	10/20/12	Sa 6-7p	6-7p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S-				1	\$100.00		
N 8	WUAB	10/20/12	10/20/12	Sa 7-8p	7-8p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S-				1	\$350.00		
N 9	WUAB	10/20/12	10/20/12	Sat Prime	8-10p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S-				1	\$125.00		
N 10	WUAB	10/21/12	10/21/12	Su 5-6p	5-6p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S				1	\$100.00		
N 11	WUAB	10/21/12	10/21/12	Su 6-7P	6-7p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	-----S				1	\$150.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u>	<u>Alt Order #</u>	
834691 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	Early TV Buy General	El 391
<u>Advertiser</u>		
Republican Senate Camp		
<u>Original Date / Revision</u>		
10/11/12 / 10/11/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$150.00			
N 12	WUAB	10/21/12	10/21/12	Su 7-8p				7-8p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$200.00			
N 13	WUAB	10/21/12	10/21/12	Sun Prime				8-10p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$200.00			
N 14	WUAB	10/15/12	10/19/12	M-F 11a-12p				11a-12p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$150.00			
											<b>Totals</b>	<b>36</b>
												<b>\$8,850.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	36	\$8,850.00	\$7,522.50
<b>Totals</b>	<b>36</b>	<b>\$8,850.00</b>	<b>\$7,522.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Client: Republican Senate Campaign Committee, 2012      Station Order**  
**Product:**  
**Campaign: Early TV Buy General Elect, 2012**

Midwest Communications & Media  
7720 Benson Road  
Carroll, OH 43112  
614/440-4449

Estimate No.:  
Contract No.:  
Job No.:

Rev #: 7  
Flight From: 09/10/2012 to 10/21/2012

Buyer Name: Bob Clegg

Market: CLEVELAND-AKRON (CANTON)  
Station: WUAB  
Station Contact: Renee Morley

Actg. Order No.: 391  
WS Order No.: 10511  
Contract No.:

54.1

Monthly Totals			Station Gross Dollars	Station Gross CPP/CPM
Month	Spots	GRP/GRIs		
Oct	36	54.1	\$8,850.00	\$163.59
	36	54.1	\$8,850.00	\$163.59

### Comments

**Campaign Remarks:**  
**Paid for by:**

RSCC

Advertiser: Republican Senate Campaign Committee, 2012  
Campaign: Early TV Buy General Elect, 2012

**Station Order**

CLEVELAND-AKRON (CANTON) - TV

Station: WUAB

Comments

By: \_\_\_\_\_